

Message Text

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43

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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P R 181615Z JUN 74

FM AMEMBASSY VIENNA

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 3091

USIA WASHDC

UNCLAS VIENNA 5386

DEWT FOR RICE/BIC FOR ADAMS

E. O. 11652: N/A

AGS: BEXPJN BU

SUBJEC: CONSTRUCTION BIDS FOR U.S. EXHIBIT

1974 PLOVDIV FAIR

1. USIA INVITED ELEVEN BIDDERS. ALL RESPONDED JUNE 14 EXCEPT
 LUHLF, A DUTCH FIRM WHICH COULD NOT PREPARE BID ON TIM,
 AND OTTAVIONELLI WHICH WAS OO BUSY TO PREPARE BID. BIDS
 RECEIVED IN LIRE WERE CONVERTED A LIRE 650 EQUALS U.S. \$ 1,
 AND BIDS RECEIVED IN DM WERE CONVERED A DM 2.51 EQUALS U.S. \$ 1.

CONTRACTORS	USIA SHARE	COMMERCE SHARE	TOTAL	COMMERCE
		BID AS		
		PERCEN		
		OF TOTAL		

EUROFORM	58,339.44	28,696.00	87,035.44	33 PERCENT
CARLI	67,692.31	24,615.38	92,307.69	27 PERCENT
AMBROSIUS	66,019.92	41,434.26	107,454.18	38 PERCENT
GLAHE	79,580.08	33,104.74	112,594.82	29 PERCENT
GREGORIO	73,867.00	40,705.00	114,572.00	36 PERCENT
INTERPUBLIC	120,000.00	45,300.00	165,300.00	27 PERCENT
BERMAN	90,40.00	88,870.00	17,320.00	50 PERCENT
IPI	153,700.00	74,700.00	228,400.00	33 PERCENT
CUSSINO		240,000.00		

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2. ERUOFORM WAS DISQUALIFIED AFTER SUBMITTING BID BECAUSE

USIA WAS DISSATISFIED WITH EUROFORM'S RECENT PERFORMANCE
AT BERLIN "GREEN WEEK".

3. NEGOTIATIONS WERE HELD WITH CRLI ON JUNE 17. THIS FIRM
MISUNDERSTOOD THE DRAWINGS AND INCREASED ITS BID FROM
U.S. \$92,308 TO OVER U.S. \$130,000, WHICH NEGATED FURTHER SERIOUS
CONSIDERAION.

4. NEGOTIATIONS BEGIN JUNE 18 BETWEEN USIA AND AMBROSIUS.
WE WILL JOIN NEGOTIATIONS O DISCUSS COMMERCE PORTION OF
BID. NEGOTIATIONS WITH GLAHE WILL ALSO BEGIN ON JUNE 18.

. WE SEE POTENTIAL PROBLEM WITH AMBROSIUS BID BECAUSE COMMERCE
PROTION OF TOAL IS DISPROPORTIONATELY HIGH COMPARED WITH
STRUCTURAL BREAKDOWN OF GLAHE BID, SUGGESTING THAT AMBROSIUS
EIHER DOES NOT FULLY UNDERSAND BID BREAKDOWN OR IS PITCHING
IS BID TO USIA BECAUSE IT KNOWS USIA IS PRINCIPAL ADMINISTRATOR
OF CONTRACT. WE WILL ATTEMPT TO RESOLVE THIS PROBLEM DURING
NEGOTIATIONS WIH AMBROSIUS. HUMES

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